

PATENT COOPERATION TREATY

From the
INTERNATIONAL SEARCHING AUTHORITY

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REC'D 05 SEP 2005

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WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY

(PCT Rule 43bis.1)

Applicant's or agent's file reference 16984-WO-03		Date of mailing (day/month/year) 01 SEP 2005 FOR FURTHER ACTION See paragraph 2 below
International application No. PCT/IL05/00052	International filing date (day/month/year) 13 January 2005 (13.01.2005)	Priority date (day/month/year) 16 January 2004 (16.01.2004)
International Patent Classification (IPC) or both national classification and IPC IPC(7): H04H 7/00 and US Cl.: 455/3.06		
Applicant FUTURE WIRELESS LTD.		

1. This opinion contains indications relating to the following items:

- ☒ Box No. I Basis of the opinion
- ☐ Box No. II Priority
- ☐ Box No. III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
- ☐ Box No. IV Lack of unity of invention
- ☒ Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
- ☐ Box No. VI Certain documents cited
- ☐ Box No. VII Certain defects in the international application
- ☐ Box No. VIII Certain observations on the international application

2. FURTHER ACTION

If a demand for international preliminary examination is made, this opinion will be considered to be a written opinion of the International Preliminary Examining Authority ("IPEA") except that this does not apply where the applicant chooses an Authority other than this one to be the IPEA and the chosen IPEA has notified the International Bureau under Rule 66.1bis(b) that written opinions of this International Searching Authority will not be so considered.

If this opinion is, as provided above, considered to be a written opinion of the IPEA, the applicant is invited to submit to the IPEA a written reply together, where appropriate, with amendments, before the expiration of 3 months from the date of mailing of Form PCT/ISA/220 or before the expiration of 22 months from the priority date, whichever expires later.

For further options, see Form PCT/ISA/220.

3. For further details, see notes to Form PCT/ISA/220.

Name and mailing address of the ISA/ US Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450 Facsimile No. (703) 305-3230	Authorized officer EDAN ORGAD Edan Orgad PATENT EXAMINER/TELECOMM. <i>S.D. 8/10/05</i> Telephone No. 571-272-7884
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Form PCT/ISA/237 (cover sheet) (January 2004)

**WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY**

International application No.

PCT/IL05/00052

Box No. I Basis of this opinion

1. With regard to the language, this opinion has been established on the basis of the international application in the language in which it was filed, unless otherwise indicated under this item.
☐ This opinion has been established on the basis of a translation from the original language into the following language _____, which is the language of a translation furnished for the purposes of international search (under Rules 12.3 and 23.1(b)).
2. With regard to any nucleotide and/or amino acid sequence disclosed in the international application and necessary to the claimed invention, this opinion has been established on the basis of:
 - a. type of material
☐ a sequence listing
☐ table(s) related to the sequence listing
 - b. format of material
☐ in written format
☐ in computer readable form
 - c. time of filing/furnishing
☐ contained in international application as filed.
☐ filed together with the international application in computer readable form.
☐ furnished subsequently to this Authority for the purposes of search.
3. ☐ In addition, in the case that more than one version or copy of a sequence listing and/or table relating thereto has been filed or furnished, the required statements that the information in the subsequent or additional copies is identical to that in the application as filed or does not go beyond the application as filed, as appropriate, were furnished.
4. Additional comments:

WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

International application No.
PCT/IL05/00052

Box No. V Reasoned statement under Rule 43 bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty (N)	Claims 1-18	YES
	Claims NONE	NO
Inventive step (IS)	Claims 1-18	YES
	Claims NONE	NO
Industrial applicability (IA)	Claims 1-18	YES
	Claims NONE	NO

2. Citations and explanations:

Claims 1-7 meet the criteria set out in PCT Article 33(2)-(3), because the prior art does not teach or fairly suggest that when a car radio is operated, determining, either directly from the car radio display, or by extraction the LO frequency of the car radio, the frequency of the broadcast channel received at the moment; b) Whenever required, transforming said frequency to a digital word; c) When the information as to the amount of listening of a given publicity and/or broadcasted program or publicities is desired, sending a request for said information; d) When said request is received, transmitting a reply which comprises the digital word corresponding to the frequency of the broadcast channel received at the moment.

Claims 8-18 meet the criteria set out in PCT Article 33(2)-(3), because the prior art does not teach or fairly suggest determining the efficiency of radio publicity and/or broadcasted programs, which comprises, in combination with a car radio, the following components: a) means for determining the frequency of the transmission that is being heard at the moment that the apparatus is operated; b) means for deriving from said frequency a corresponding digital word; c) a car transceiver for receiving said digital words and transmitting them when a request for information is received; d) a central control station having central transceiver means for transmitting a request for information, when such information is desired, receiving the replies transmitted by said car transceiver.